



Agenda Planning Request Form



Instructions

Complete this form for any new or amended Agenda Planning (AP) Request. Each request requires the endorsement of **at least three (3) Directors** (including the requestor). Directors are limited to a **maximum of fifteen (15)** AP requests per calendar year, with no more than two requests made per meeting. AP requests are non-transferrable to any other Director and any “unused” AP requests shall not be carried over to the next calendar year. Requests for presentations by individuals or organizations outside of AC Transit are excluded from the AP request limit.

Prior to making a request, Directors shall make their best effort to discuss the item with the General Manager, a member of his/her Executive Staff or appropriate Board Officer in advance of the Board meeting at which the request will be made.

AP Request Forms are due to the District Secretary no later than 5:00 p.m. on the Wednesday one week prior to the scheduled Board meeting in order for the form to be included in the agenda packet. Email completed forms to districtsecretary@actransit.org

Information

Directors Name: Jean Walsh	Meeting Date the AP Request will be presented: June 2024
This Request is: <input checked="" type="checkbox"/> New <input type="checkbox"/> Amended	Include in the GMs Report: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Type: <input checked="" type="checkbox"/> Action <input type="checkbox"/> Briefing	Expected Staff Report Due Date (if known):
Discussed w/ GM, Board Officer or Exec Team Member: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

Item Description: (Please be thorough. Attach additional information if needed.)

The Oakland Ballers will be playing starting Spring 2024 at Raimondi Park in West Oakland, a few blocks from multiple AC Transit lines, including the NL, 14, and 29. The Ballers organization has been working with the community to reduce car trips and encourage participants to bike, walk and take transit to the games. They have worked to expedite a project to remove old train tracks and widen sidewalks to improve safety and encourage biking, scooting and walking to the games. The Ballers plan to run a shuttle to West Oakland BART and are partnering with Bike East Bay to provide secure bike and scooter parking.

Transit partnerships with major sporting events, concerts and other special events are a proven way to reduce congestion, get people out of cars, and expose new riders to the system. However, increased demand from special events also has the potential to result in overcrowding and a poor rider experience.

The Board would like staff to explore a pilot partnership with the Oakland Ballers to offer a fare promotion to incentivize the use of AC Transit to get to and from the games. The report should include research into best

practices from APTA and other transit operators on providing transit service for special events. The report should include considerations such as: ridership estimates, costs and impacts of potential temporary service increases, potential funding sources, operational considerations, including the opportunity to locate stops near the ballpark, marketing and promotional opportunities, partnership and fare promotion ideas, etc.

For reference:

- **Public Transportation to and from Raimondi Park:**
<https://www.oaklandballers.com/information/transportation-and-parking>
- **BART and the Oakland Ballers to partner for baseball team’s inaugural season; BART logo to appear on jerseys:** <https://www.bart.gov/news/articles/2024/news20240301-0>
- **Metro to add frequency, late-night service, shuttle buses from C, K lines to stadium:**
<https://www.metro.net/about/metro-taylor-swift/>
- **Planned Special Events Traffic Management**
<https://ops.fhwa.dot.gov/tim/preparedness/pse/handbook/faq/faq.htm>

Purpose:

To raise the profile of AC Transit, expose new riders to the system, and increase ridership.

What will be accomplished/desired outcome:

Staff and Board will have an understanding of the feasibility of doing a pilot fare partnership with the Oakland Ballers to expose the public to AC Transit bus service and increase ridership.

For Office Use Only

Information on requested additions by Board Members:

Click or tap here to enter text.

Concurrence By: Beckles Walsh Syed McCalley Shaw Young Peoples

Tracking Number (if applicable): Click or tap here to enter text.